



Planning Foundations

May 2010

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Bridge Street crossing the Scioto River.

Introduction

Purpose of the Bridge Street Corridor Study

The City of Dublin is midway through the Bridge Street Corridor Study, a strategic study of the city's central core. The Bridge Street Corridor study area extends along Bridge Street and West Dublin-Granville Road (State Route 161) from I-270 to Sawmill Road, and includes the Historic District.

The purpose of the study is to envision a future for this critical part of our community that takes full advantage of the

Corridor's assets, puts forth a more sustainable pattern of future development, and capitalizes on emerging market opportunities over the next several decades. Market and economic conditions have created a unique opportunity to explore new avenues of preservation and growth in this important corridor, which contains some of Dublin's most valued assets, like Historic Dublin and the Scioto River, as well as some of the City's most strategic redevelopment opportunities. The Bridge Street Corridor already has a strong foundation capable of fostering a new layer of redevelopment that will provide vital support to the City's economy, sustainability, and continued high quality of life over the decades to come.





Bridge Street at Sells Middle School



Indian Run nature trail



Tuller Road



Historic Dublin: an emerging walkable destination amidst historic character...



...and compatible new development.

The study process has included extensive participation from a broad array of stakeholders, ensuring that the vision achieves broad-based community support. The process is also firmly grounded in the realities of the emerging housing and commercial development markets to ensure that the vision is economically viable and supported by realistic market opportunities. The resulting vision will combine compelling opportunities with an outline of the actions necessary for the plan to be realized.

Setting the Stage

Dublin's rapid and impressive growth over the past four decades did not come by accident. The city has consistently and successfully anticipated key opportunities in the development market and positioned itself well to capture these through proactive planning and applying high-capacity city administration. Dublin's particular success in attracting and retaining significant corporate office space and a skilled workforce has helped the city finance a high level of services and promote an impressive quality of life for residents.

Today, many of the demographic trends, development patterns and other conditions that helped foster Dublin's highly successful development model over the past forty years are changing, calling for Dublin to take a fresh look at its strategic development planning. This study represents part of the City's efforts to prepare for a new chapter of economic competitiveness and quality of life, through a better understanding of current and future market opportunities and the ways Dublin can continue to optimally position itself to capture them. Most fundamental among these changing conditions are some very profound demographic trends that, when combined

with new preferences and growing energy and sustainability concerns, will deepen the market demand for living and working in more walkable environments where a variety of activities—living, working and leisure activities—all occur in proximity. Though known for high-quality development, Dublin's development pattern over the past forty years has been characterized by low development densities, careful separation of land uses, and an enormous dependence on the automobile to make daily activities accessible. These changing trends strongly suggest that Dublin will be most effective at capturing economic opportunity in future years by encouraging high-value, mixed-use development set in walkable environments. This study reveals a compelling opportunity to transform underutilized land in the study area into just this sort of environment—returning significant value to entrepreneurs while continuing to enhance Dublin's overall economic strength and quality of life. This new development format implies higher development densities and other characteristics that depart from some of Dublin's planning traditions, yet it can be fully complementary to and supportive of those traditions and should be targeted to areas other than Dublin's traditional residential neighborhoods. In fact, the very compactness of mixed-use walkable development means it can be instrumental in maintaining the integrity and value of Dublin's traditional residential neighborhoods over the coming years.

Considering Dublin as a whole, the study area offers unique depth of opportunity to foster high-value, mixed-use, walkable development. Notably, the area combines the strength of the City's historic center as an existing focus of community identity and a growing collection of locally-based shops and restaurants. In addition, a number of parcels possess the location, significant size, current underutilization

KEY MESSAGES: **SETTING THE STAGE**

Dublin's high quality of life has benefited from a tradition of proactive planning.

National trends indicate that walkable, mixed-use neighborhoods offer compelling advantages in expanding economic development and quality of life, now and over the next generation.

The Bridge Street Corridor study area offers unique and valuable opportunity within Dublin to create walkable neighborhoods.

The Bridge Street Corridor plan provides the framework for a new era of prosperity in Dublin.



More walkable neighborhoods are needed to support retail and dining options.



Dublin Village Center holds great opportunity for redevelopment with new uses that offer more to its owners and Dublin.



Dublin has done well with its first-class office developments, but it also needs to look to new workplace models.

and interested ownership to offer substantial near- and longer-term redevelopment opportunities. Excellent access to regional road systems and major natural areas including the Scioto River and the Indian Run Creek will serve as vital public amenities that will tie the corridor together.

These opportunities can play out in different ways in different parts of the study area. Historic Dublin is a natural starting point for reinvestment, given its progress toward becoming an even more walkable district combining a rich variety of destination restaurant and retail services with housing, office and civic uses. Physical space constraints, however, will limit this reinvestment to more modest, infill development unless and until the potential redevelopment of the Indian Run Elementary and/or Sells Middle School sites unlocks broader opportunities. Substantial areas with redevelopment potential elsewhere in the study area, east and west of the Scioto, can accommodate larger-scale and more comprehensively-planned mixed-use development that can support whole new walkable neighborhoods and districts. Other portions of the State Route 161 corridor and sites adjacent to I-270 will benefit from both proximity to new walkable amenities and from excellent visibility and access, which will remain important attributes for attracting development.

This document

This document summarizes some of the more significant emerging trends likely to affect Dublin in the near future, examines some of the community goals related to these emerging trends, identifies the unique opportunities that have emerged to date from the planning process and market analyses, and derives the outlines of a 20-year vision for the Bridge Street Corridor. The document is

intended as an opportunity to review and confirm these elements before proceeding with a more specific plan describing the vision and the means for its implementation. This document builds on these activities and conclusions of the process to date:

- Input gained from the Dublin community through an extensive series of interactive meetings with the general public and specific stakeholders.
- Assessment of the study area's specific housing, office, retail and hotel market opportunities for development.
- Research into the study area's existing patterns of land use, access and development, and opportunities to improve upon them.
- National perspectives gained from guest speakers.
- Based on these, a summary of factors laying the foundation for a Bridge Street Corridor vision.

Planning Process Overview

Project Status

Two of three phases originally envisioned for the Bridge Street Corridor Study are nearing completion.

- Phase A, which began in June 2009, included technical research into residential and commercial market conditions, site analyses, research into past planning efforts, and preliminary identification of development opportunities. Phase A also included numerous interviews with a broad range of stakeholders.

- Phase B, which began in October 2009, initiated an intensive public conversation about the future of the Bridge Street Corridor. A speaker series and interactive public meetings brought national and local knowledge to the community to focus the discussion on how emerging national trends and existing market opportunities might create specific opportunities and challenges for Dublin in the Bridge Street Corridor. This document is a concluding product of the second phase.
- The final phase, Phase C, is expected to produce a final, detailed vision plan described with illustrative graphics, major planning and vision principles, and key implementation actions that the City and the full range of stakeholders can use to understand and achieve the Bridge Street Corridor vision.

Community Engagement: Envisioning the Possibilities for the Bridge Street Corridor

INTERVIEWS

The Goody Clancy team initiated the public engagement process by interviewing a series of more than 100 individual and institutional stakeholders, including:

- City Council members
- Planning and Zoning Commission members
- Architectural Review Board members
- Dublin City Schools leadership
- Residents and property owners
- Business owners
- Major Dublin employers
- Young professionals who live and work in Dublin



August 17, 2009: Meeting with Historic Dublin residents, business owners and other stakeholders.



December 2, 2009 : "Voting with dots" during the visual preference survey of preferred precedents of mixed-use districts and green spaces at the charrette



Visual preference survey results

- Members of the local development community
- Members of local design firms
- City staff, including Land Use and Long Range Planning, Engineering, Economic Development, Parks and Open Space, and Finance

The stakeholder interviews provided the consulting team with a strong, well-rounded understanding of the community's values and members' sense of the opportunities and challenges facing this corridor. Continued meetings with property owners and developers have given the consulting team a better sense of near-term development opportunities and allowed the consulting team to discuss the preliminary findings of this planning study to understand their applicability to Dublin.

PAST PLANS & STUDIES

In addition to a comprehensive analysis of emerging national trends that are expected to relate directly to Dublin, this planning process builds upon Dublin's solid planning traditions, reinforcing concepts articulated in a number of previous and ongoing planning efforts. Approved development plans for parcels in the study area were also considered during this process. Some previous plans reviewed by the consultants included:

- 2007 and 1997 Dublin Community Plans
- 2010 Parks and Recreation Master Plan
- 2008 Historic Dublin Market Assessment and Implementation Plan
- 2005 Draft Historic Dublin Revitalization Plan
- Historic Dublin Design Guidelines
- Historic Dublin parking studies (2001 and more recent)

- Engineering studies on various Bridge Street traffic improvements
- Historic Dublin Wayfinding plan
- Recent Dublin community and business surveys

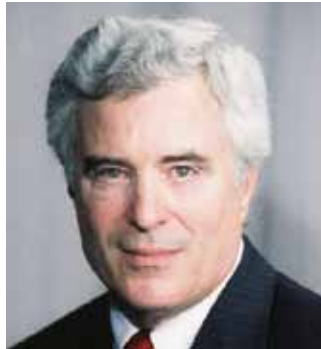
SPEAKER SERIES

A key objective of the Bridge Street Corridor Study was to develop a better understanding of some emerging trends that are expected to have a major impact on development in Dublin and throughout the region and nation in the coming decades. There is growing recognition that these trends will reshape traditional suburban development patterns; in fact, the April 2010 American Planning Association national conference offered more than 10 sessions devoted to this issue. Consistent with its tradition, Dublin is again at the forefront of planning for these emerging opportunities. Nationally recognized experts on the changing nature of commercial development markets, shifting demographics, and future economic development and employment opportunities were brought in to Dublin to share their expert knowledge and understanding of these exciting opportunities and discuss how these factors could apply to Dublin. Their key messages are described on the following pages.



December 2, 2009: Breakout groups map out vision concepts at the charrette

speaker series



Christopher Leinberger, author of *The Option of Urbanism—Investing in a New American Dream*, is an internationally recognized land use strategist, developer and market researcher. Grounded in many years of private sector development experience and one of the founders of RCL and Associates, he is currently a Visiting Fellow at the Brookings Institution in Washington, D.C., where his research focuses on practices that help transform traditional and suburban downtowns into walkable, urban places.

KEY MESSAGES:

CHRIS LEINBERGER ON REAL ESTATE DEVELOPMENT

The Bridge Street Corridor is uniquely positioned to become a model for walkable urban development in Central Ohio.

Walkable urbanism creates significant value.

Additional transportation choices expand economic choices and spending capacity.

In walkable urban environments, more is more.

Key Messages for Dublin:

- > ***The Bridge Street Corridor is uniquely positioned to become a model for walkable urban development in Central Ohio.*** The new Knowledge/Experience economy has replaced the previous Industrial and Agricultural economies, demanding a new approach to the built environment that emphasizes the creation of memorable, high-quality, authentic places—a new version of the American dream based on “walkable urbanism” rather than “drivable suburbanism.” Metropolitan Columbus should be able to support two to three more significant walkable urban nodes based on this model, and the Bridge Street corridor is favorably located to become a successful example.
- > ***Walkable urbanism creates significant value.*** Engaged in the largest national assessment of the financial impact of such development types, Mr. Leinberger has found that mixed-use development in walkable urban settings commands a compelling value premium—35% more than conventional single-use development in drivable suburban settings, and up to 50% more for upper middle-income communities like Dublin.
- > ***Additional transportation choices expand economic choices and spending capacity.*** An automobile-based transportation system will impose increasing financial burdens on households due to growing energy costs. However, a household that can make do with one fewer car gains on average \$150,000 in additional mortgage capacity. Incrementally expanding transit choices is essential for capturing the full long-term value of walkable environments, and will continue to add value and additional development capacity to transit-ready districts.
- > ***In walkable urban environments, more is more.*** More people, activities, and development creates increasing value, whereas in drivable suburban environments, more is less, since additional people, activities, and development erode value, where the market is based on separated land uses and auto-oriented development. Walkable urbanism therefore significantly expands economic and community development potential.



October 28, 2009 : Roundtable discussion with Christopher Leinberger and members of Dublin's real estate, development and design community



October 27, 2009: Christopher Leinberger lecture

speaker series



Carol Coletta, President and CEO of CEOs for Cities, is an expert on national urban issues and has hosted NPR's *Smart Cities* program for ten years. In 2008, she was named one of the world's 50 most important urban experts by a prominent European think tank. Ms. Coletta described the importance of talent attraction and retention to regional economic prosperity, the types of environments that employers increasingly seek in order to attract talented employees, and the types of development Dublin will need to attract the high-tech and entrepreneurial jobs of the future.

KEY MESSAGES: **CAROL COLETTA ON ATTRACTING CRITICAL WORKFORCE**

Walkable neighborhoods attract a talented workforce.

Employers seek walkable neighborhoods.

Walkability adds value to housing.

Key Messages for Dublin:

- > **Walkable neighborhoods attract a talented workforce.** Today, young people between the ages of 25 and 34 (the most mobile segment of the “talented” workforce) are 33% more likely than the average population to want to live in or near a downtown, and “creative workers,” or those whose jobs involve design, technology, marketing, and other similar fields, are 53% more likely to want to live in walkable urban places.
- > **Employers seek walkable neighborhoods.** Increasingly, jobs follow talent. Today's young professional workforce tends to first choose a place of residence based on lifestyle preferences, which are increasingly in places that are walkable, bikeable, urban, and offer a wide variety of housing, employment, transit, and entertainment choices—and then they start the job hunt. Employers increasingly respond by locating in cities that attract and retain this young talent, often those that have convenient access to walkable urban neighborhoods.
- > **Walkability adds value to housing.** Front Seat Software's WalkScore.com is a method of measuring the walkability of any given property. Studies have indicated that each additional point earned on WalkScore.com translated to an added \$600 to as much as \$3,000 in residential home value

Walk Score® Find a Walkable Place to Live.
 Walkable Neighborhoods | Walkability | How It Works | Walk Score On Your Site | Blog

Type an Address:

N High St Dublin OH
Walk Score: 72 out of 100 – Very Walkable

Worst Best

Something missing? [Expand all](#) [Share your score](#) [Go to street view](#)

Transit
 No transit data. [Why?](#)

Grocery Stores
 Kroger Pharmacy: FI 0.49 mi

Restaurants
 Brazenhead 0.03 mi

Coffee Shops
 Java Jan Gourmet Co 0.07 mi

Bars
 Brazenhead 0.03 mi

Movie Theaters
 AMC Dublin Village 0.91 mi

Schools
 Indian Run Elements 0.16 mi

Parks
 International Base 0.17 mi

Libraries
 Columbus Metropolit 0.06 mi

Bookstores
 Barnes & Noble Book 1.33 mi

Fitness
 Planet Fitness 0.24 mi

Drug Stores
 Kroger Pharmacy: FI 0.49 mi

Hardware Stores
 Roush Hardware 0.57 mi

Fashion & More

Map **Hybrid**

Compare Your Walk Score
 Dublin top 10%: 72
 Your score: 72
 Dublin average: 36
 4% of Dublin residents have a higher Walk Score.

Compare Energy Efficiency. Get your [Energy Score](#) at EnergySavvy.

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What's Your House Worth?
 Before You Make Plans To Sell, Get A Free Valuation Online!
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Improve America's Walk Score: The 2010 Transportation Bill
 Tell Congress to support walking, biking, and transit in the 2010 Transportation Bill.
[More information](#)

Name:
 Email:
 ZIP Code (city):

You will receive occasional news alerts from Transportation for America.

Find Walkable Apartments
 49 apartments and rental homes in Dublin, OH

Done

Internet | Protected Mode: On

Historic Dublin is recognized for being relatively walkable, but it has room for improvement. WalkScore.com assesses walkability based on the presence of pedestrian destinations like shops, restaurants, and schools, but it does not consider aspects of the physical environment like the condition of sidewalks and crosswalks.

speaker series



David Dixon, FAIA, Principal-in-charge of Planning and Urban Design, Goody Clancy & Associates, is Principal Urban Designer for the Bridge Street Corridor Study. A nationally recognized urban designer, David most recently led a consulting team for the Master Plan and Comprehensive Zoning Ordinance for the City of New Orleans. He was also a key member of the consulting team, along with Mt. Auburn Associates, that helped form Dublin's foundational economic development strategy in the early 1990s.

KEY MESSAGES: DAVID DIXON ON URBAN DESIGN

Expanded choices are what make walkable, mixed-use environments appealing.

Successful walkable places are consciously planned for people.

Conscious attention to quality of design and programming is vital to reinforcing sense of community.

Walkable places advance sustainability.

Compact, walkable development promotes healthy communities.

Key Messages for Dublin:

- > **Expanded choices are what make walkable, mixed-use environments appealing.** The expanded range of housing, jobs, transportation, and shopping choices that are characteristic of walkable, mixed-use settings are the prime reason for their appeal, and are critical to creating exciting, authentic, and memorable places for people rather than cars.
- > **Successful walkable places are consciously planned for people.** Planning for exceptional places for people requires thorough, careful attention to design, high quality details, and activities that relate in scale to people who are walking, rather than those driving by.
- > **Conscious attention to quality of design and programming is vital to reinforcing sense of community.** In a society that is becoming much more diverse, celebrating and bridging this diversity requires a proactive approach in planning and helps ensure the city's long-term vitality.
- > **Walkable places advance sustainability.** Compact, walkable, mixed-use development is one of the most powerful means of advancing sustainability, in economic, environmental and social senses alike. This is critical to ensuring local, regional, and global prosperity.
- > **Compact, walkable development promotes healthy communities.** Recent studies have shown that creating environments and destinations that invite people to walk regularly encourages people to live healthier lifestyles that are much less dependent on cars.



Providing alternative transportation choices can save households time and money, improve quality of life, reduce demands on road infrastructure, promote better health, and reduce environmental impacts.



More and more people appreciate the opportunity to live near—and above—dining and retail.

speaker series



Laurie Volk, Principal-in-charge of Zimmerman/Volk Associates, analyzed the housing market in the study area using her proven methodology that uses demographic data to identify emerging residential market opportunities. Ms. Volk discussed her national research on what she calls the “Pig in the Python” effect—76 million baby boomers and their 75 million adult children, the “Millennials”—slowly migrating from suburbs into cities and suburban town centers, seeking the expanded range of lifestyle choices they offer.

KEY MESSAGES: LAURIE VOLK ON DUBLIN'S HOUSING MARKET

The housing market increasingly demands choices in compact, walkable, mixed-use settings.

Singles, couples, and families each comprise about one-third of demand in the U.S. housing market.

There is significant market demand for a much broader variety of housing types in the Bridge Street Corridor study area over the next 5–7 years.

Rental housing is an important component of housing demand.

Key Messages for Dublin:

- > **The housing market increasingly demands choices in compact, walkable, mixed-use settings.** Today's housing market is dominated by the two largest generations in American history—the Baby Boomers and their adult children, the Millennials—many residing in one- and two-person households that increasingly desire compact, walkable urban settings and the amenities and opportunities unique to these environments.
- > **Singles, couples, and families each comprise about one-third of demand in the U.S. housing market.** The nature of today's housing demand is very different from the past 50 to 60 years, where families exerted more than half of market demand. The development community responded to the demand for housing for larger families by providing vast amounts of single-family housing. However, as a direct result of the aging Baby Boomers, the Millennials, and their changing housing preferences, the nature of housing demand has begun to change dramatically.
- > **There is significant market demand for a much**

broader variety of housing types in the Bridge Street Corridor study area over the next 5–7 years. There is enough demand to create or expand multiple neighborhoods or districts consisting of multi-family housing, attached and detached single-family housing, and a range of rental and for-sale housing units. Laurie Volk's analysis determined that over 1,500 housing units can be absorbed with current market demand over the next 5 to 7 years.

- > **Rental housing is an important component of housing demand.** Rental housing represents more than 50% of housing demand and accommodates the desire of many households, particularly mobile young professionals, for increased flexibility. In fact, Volk recommends introducing rental housing to the corridor first because renter households are essential to the creation of a significant “critical mass,” bringing more households to an area and allowing people to experiment with compact, urban-style living without the commitment of home ownership. Many renters will grow roots in the community and eventually join the pool of potential home-buyers.



Attached townhomes with lofts



Multifamily residential with ground-floor retail

speaker series



Sarah Woodworth, Managing Member of W-ZHA, LLC, shared her findings on commercial and hospitality market demand in and around Dublin, and how the right blend of land uses can dramatically enhance the potential for high-quality development. With more than 20 years of experience, she specializes in market and financial feasibility analysis, cooperative public/private development agreement structuring, innovative public financing strategies, and urban revitalization.

KEY MESSAGES:

SARAH WOODWORTH ON DUBLIN'S COMMERCIAL MARKETS

Small businesses will increasingly drive business and employment growth.

Small businesses are demanding “cool” office space.

The Bridge Street Corridor study area can support a major retail/entertainment center.

Key messages for Dublin:

- > **Small businesses will increasingly drive business and employment growth.** Small businesses in creative and information-based fields rather than traditional corporate office parks are the prime office opportunity in the study area, and will be the primary driver of economic development and employment growth over the next several decades.
- > **Many small businesses are demanding “cool” office space.** “Cool space” is defined as office space within walking distance of restaurants, shops, and neighborhoods, and features flexible, creative architecture that expresses a unique sense of identity and a distinctive address. Cities with “cool” office space will be more competitive in attracting high-tech and creative firms who increasingly search for the walkable, mixed-use environments that in turn help them attract highly qualified employees who desire interesting, flexible, and compact places to work.
- > **The Bridge Street Corridor study area can support a major retail/entertainment center.** Christopher Leinberger said that the Columbus Metropolitan Area could support several more compact, walkable urban nodes, whose success will rely on the incorporation of a broad mixed of uses and entertainment options. Since the Dublin area only has retail in indoor shopping malls and outdated or traditional, auto-oriented “strip” centers, the Bridge Street Corridor is strategically located for a major new retail and entertainment district with housing and other uses skillfully mixed into a walkable environment, helping to recapture the area’s significant spending potential that currently flows to other parts of metropolitan Columbus, seeking out more experiential retail environments.



Smaller-floorplate office buildings directly addressing the street



Walkable dining and retail help attract new businesses and jobs.



KEY MESSAGES: COMMUNITY INPUT

High-quality design remains a critical component of redevelopment.

Access to natural features should be a cornerstone of the Bridge Street Corridor Vision.

Development should focus on accommodating future transit services.

A comprehensive approach to traffic, parking, and pedestrian access is necessary in Historic Dublin.

VISIONING CHARRETTE & PUBLIC OPEN HOUSE

An “Issues and Opportunities” public open house held in October enabled the consulting team to gather community input on the existing challenges and opportunities facing the Bridge Street Corridor and to begin to understand the community’s goals for redevelopment. A visioning charrette, held in December at the conclusion of the speaker series, challenged participants to imagine a new future for the Bridge Street Corridor, using the information about the changing market trends that the speakers had discussed throughout the series. Groups of participants mapped out their visions for the corridor using images of potential development models to envision the possibilities for the Bridge Street Corridor.

Key Vision Concepts Discussed By Participants:

- > **High-quality design remains a critical component of redevelopment.** Higher-density development of up to 4 or 5 stories is appropriate in specific parts of the study area, provided it demonstrates high-quality design and sensitivity to the existing built and natural contexts. This context sensitivity is particularly important in and adjacent to the Historic District.
- > **Access to natural features should be a cornerstone of the Bridge Street Corridor Vision.** The community treasures the Scioto River, Indian Run Creek, and the city’s bike path and park network in and around the study area. These green assets should be enhanced and incorporated into any development that occurs in the Bridge Street Corridor.

- > **Development should focus on accommodating future transit services.** In addition to alternative transportation choices in the short term, including bike paths and public transportation, longer-term transit opportunities, including light rail and regional transit connections should be anticipated and accounted for through the creation of transit-oriented development.
- > **A comprehensive approach to traffic, parking, and pedestrian access is necessary in Historic Dublin.** Historic Dublin is a treasured community centerpiece that needs better walking conditions and parking availability in order to truly thrive. Deploying urban design and streetscape improvements to reduce the perception and negative impacts of high traffic flow on Bridge Street through the Historic District will help strengthen the walkability and character of Historic Dublin.

Market Demand Analyses

OVERVIEW

Market-based development opportunities form one of the fundamental bases for implementing the emerging vision for the Bridge Street Corridor. Residential, office, retail, and hotel market-demand analyses specific to the study area were conducted in late 2009 by the two subconsultants working on the study: Laurie Volk of Zimmerman/Volk Associates and Sarah Woodworth of W-ZHA. The residential market analysis projects demand for the coming 5 to 7 years, and the office, retail, and hotel analysis projects demand for the coming 10 years. The key findings are summarized below, and take into account the current economic downturn. As described below, the market downturn will delay, but not diminish, projected demand.

RESIDENTIAL

Base Market Analysis

Zimmerman/Volk Associates analyzed housing market potential in the study area based on long-term demographic trends, key predictors of demand in emerging markets for walkable mixed-use neighborhoods. This analysis assumes that the area will develop with walkable, mixed-use districts; absent this assumption, demand forecasts would be significantly lower. The analysis determined that:

- There is market opportunity for approximately 1,500 housing units over the next 5 to 7 years.
- These 1,500 units could be absorbed at a rate of approximately 223 units per year (not including turnover).

- A varied mix of unit types, sizes and prices would be needed to generate the strongest market response. The table on the following page summarizes these findings.

Projected Long-Term Market-Based Demand

Longer-term projection assumes that a similar rate of demand will continue over 10 to 15 years beyond the short-term demand time frame because the demographic trends that form the basis of the projected market demand are expected to continue for at least 15 to 20 more years, and the number of households with children will fall as low as 14% of all households over the next 20 years. It is therefore reasonable to assume that longer-term demand could continue at a similar or greater level than in the near term. Zimmerman/Volk has found in similar communities that housing demand in walkable environments tends to accelerate over time. Likewise, Christopher Leinberger has found in his research that the success of dense, walkable, mixed-use centers only adds to demand for adjacent areas based upon the appreciating value and increasing desirability of high-quality walkable urban development. In effect, success in creating a dense, high-quality, walkable mixed-use environment within the corridor will play a major role in driving subsequent demand for additional housing. The difficulty of creating a competing

KEY MESSAGES:

MARKET OPPORTUNITY

There is market demand for 1,500 housing units in the study area over the next 5-7 years

- This demand covers a variety of unit types, primarily multifamily/loft units, with smaller shares of townhouse, small-lot single family, and live/work units
- This demand comes mainly from 1- and 2- person households without children – especially young people beginning their careers
- Many households interested in living in the study area would prefer the flexibility of renting over buying – even as they become or remain long-term community members
- Successful walkable neighborhoods tend to attract additional demand over time

The study area could accommodate a major regional-scale walkable retail/entertainment district integrated with housing and workplaces

The prime office opportunity is for “cool space” in midsize multitenant buildings in walkable environments convenient to retail, housing and transportation choices

Target housing unit mix for the Bridge Street Study Area, next 5–7 years.



	NUMBER	UNIT TYPE	MARKET-ENTRY BASE RENTS/PRICES	UNIT SIZES	RENT/PRICE PER SQ. FT.
Multifamily RENTAL 53.8% of total	807	Lofts/Apartments	\$675 to \$1,950 per month	550 to 1,600 sf	\$1.17 to \$1.25
Multifamily OWNERSHIP 28.3% of total	425	Lofts/Apartments	\$125,000 to \$345,000	700 to 1,750 sf	\$177 to \$197
SINGLE-FAMILY ATTACHED OWNERSHIP 11.7% of total	175	Rowhouses/ Live-Work	\$190,000 to \$325,000	1,050 to 1,900 sf	\$171 to \$181
SINGLE-FAMILY URBAN DETACHED OWNERSHIP 6.2% of total	93	Urban Houses	\$235,000 to \$375,000	1,350 to 2,200 sf	\$170 to \$174
TOTAL:	1,500 dwelling units				

SOURCE: Zimmerman/Volk Associates, Inc., 2009

dense, mixed-use node in Dublin outside of the Bridge Street Corridor should further reinforce the long-term prospects for growth in housing demand within the study area. Of course, future provision of rail transit would substantially enhance housing demand within the corridor.

OFFICE

Base Market Analysis

W-ZHA analyzed the demand for office space in the study area, also assuming the creation of walkable, mixed-use districts. The analysis identified the following opportunities for the Bridge Street Corridor in the near- to mid-term:

- Primary opportunities rely on the attraction of small office tenants occupying 5,000 square feet or less, rather than large corporate tenants, for which Dublin faces tougher competition from other suburbs. Dublin of course will continue to pursue larger office opportunities, but these opportunities are expected to be far more limited than they have been in the past.
- Small creative businesses are particularly attracted to “cool space” in walkable, mixed-use districts and contribute more to job growth nationally than large firms. Encouraging such “creative” businesses is very consistent with Dublin’s entrepreneurial-focused economic development strategy.
- Key criteria for “cool” office space include locations that are within convenient walking distance of a variety of unique choices for housing, dining, shopping, and other amenities, such as unique retail areas, Internet cafes, and coffee shops where an increasing amount of creative work actually happens; flexible, creative, loft-

like space; and unique identities signified by distinctive buildings and details that are typically uncharacteristic of traditional office parks.

- There is an estimated demand for 400,000 to 500,000 square feet of this specific type of small office space in the Bridge Street Corridor over the next 10 years. This type of space can be provided in multitenant commercial buildings of up to 50,000 square feet each, which mixes well with ground-floor retail or upper-floor residential and enables the productive use of smaller infill sites for office space. This trend is already visible in Historic Dublin.
- There will also be some continued opportunity for larger office space in the study area. The market analysis anticipates demand for approximately 100,000 square feet of additional large-floorplate office space over the next 10 years, primarily at locations with excellent access to and visibility from I-270. This opportunity will require leveraging the skill of developers and the City in differentiating such space from competing communities in the region, and proximity to exciting, walkable, mixed-use environments could provide meaningful advantages.



“Cool space” attracts creative workers and businesses.

Overall projected market-based development capacity in Bridge Street Corridor Study Area, 2010–2020

based on potentially available redevelopment sites and compact, walkable development patterns

Land use type	20-year development opportunity based on projected market-based demand (sf)		Additional development capacity (sf)	
	Low range	High range	Low range	High range
Residential	2,810,000	4,680,000	4,680,000	2,340,000
Flexible residential OR small office	1,430,000	2,380,000	714,000	1,190,000
Residential units@ 1,250sf*	2,250	5,000	1,125	2,500
Office (small or large floorplate)	1,350,000	2,250,000	676,000	1,130,000
Retail	495,000	824,000	247,000	412,000
Hotel	368,000	613,000	184,000	306,000
Civic	82,500	138,000	41,300	68,800
TOTAL	6,535,500	10,885,000	3,262,300	5,446,800

“*” The high-range residential unit count assumes that 2/3 of the flexible residential/small office space is built as residential

Projected Long-Term Market-Based Demand

If Dublin establishes the Bridge Street Corridor as an amenity-rich walkable, urban district that becomes particularly attractive to small businesses over the next decade, market demand for small multitenant office space could intensify in the following decade as the Corridor gains recognition as the go-to place for creative businesses, drawn to the area for its memorable environment and highly-skilled workforce. This trend also has the potential to increase demand for larger office space as small businesses continue to grow.

RETAIL

Base Market Analysis

W-ZHA also studied the market for retail in the study area, finding that Dublin’s retail market area of metropolitan Columbus (defined as the ten-minute driving radius around the Bridge Street Corridor) has the region’s highest retail spending potential—\$2 billion—based on average annual household income in the entire region. However, Dublin and its immediately adjacent areas capture only a small portion of this retail spending potential.

- Dublin has the opportunity to recapture more of this local spending potential by creating at least one walkable mixed-use district in the Bridge Street Corridor that serves as a regional center for destination retail and complementary uses. This district could readily support between 300,000 and 450,000 square feet of retail, cinema, restaurant, and related services, as well as substantial residential and office components, satisfying demand for approximately 10 years.
- The success of such a district would depend on excellent visibility, access from I-270 and, more importantly, creation of a critical mass of mixed retail, housing, and office uses from the start that begins to differentiate the Bridge Street Corridor from other retail offerings in the region.
- The quality and character of a retail and entertainment district must respond to the unique demographics of the 10-minute-drive market area, in which more than 70% of households have no children at home and 50% of households are under age 55 without children. Retail offerings—in terms of choices, quality, and setting—must specifically appeal to these demographics to fully achieve the benefits to quality of life and economic development.

Projected long-term market-based demand

Because a substantial part of the market-demand potential in the coming decade involves recapturing a retail market that is currently satisfied elsewhere in the region, retail demand will grow at substantially lower rates over the long term than what is expected in the short term, and it will be driven primarily by incremental growth of residential and office space in the corridor. Those markets will form the customer base required for retail opportunities.



Retail destinations that cater to evening and night-life crowd



New hotels should be integrated into walkable districts. This hotel example neatly incorporates its drop-off into a walkable street.

HOTEL

Base market analysis

W-ZHA projected some demand for limited-service and other hotel types in the study area by 2020. Demand is expected to be greatest near the I-270 interchanges at both ends of the study area. This analysis assumes demand for approximately 250,000 square feet of hotel space that would be enhanced significantly by the creation of a mixed-use walkable environment.

Projected long-term market-based demand

W-ZHA's analysis projects demand for an additional 250,000 square feet of hotel space between 2020 and 2030, driven mainly by the incremental growth of office space in the region.

CIVIC

Dublin has matured to the point where one or more prominent civic buildings would serve as strong symbols and centers of community in the Bridge Street Corridor study area. Civic buildings provide a valuable sense of community identity and a stronger perception of permanence in a highly visible built form. Prominent civic buildings would offer heightened community value in the Bridge Street Corridor due to its accessibility, historical importance and complementary businesses and housing. Their location in the corridor would further demonstrate civic commitment to the goals of this plan and serve as an amenity that stimulates private development. Civic buildings have the potential to provide important services, such as employment and leisure activities, that can provide important support for nearby retail and office uses and serve as a source of employment for employees living a short, walkable distance away.

The development program assumes a new library of between 40,000 and 60,000 square feet in or near Historic Dublin. The program also assumes that a city administration building could be built in or adjacent to Historic Dublin. A city hall would firmly reinforce a new library and would add daytime employees to Historic Dublin, contributing to the district's market base and mix of uses.

This program also suggests development of a recreation center or similar community facility in the eastern portion of the study area as a possible civic anchor. This would continue Dublin's tradition of providing excellent community recreational facilities and would be an important amenity adding value to the recommended nearby housing and office developments.

PRELIMINARY CONCLUSIONS

Understanding how the market demand opportunities relate to the current economic recession was an important component of each analysis. Historical patterns suggest that periodic real estate recessions occur every 7 to 10 years. The market analyses for the Bridge Street Corridor, however, are oriented to longer-term demand trends that are expected to outlive nearer-term market fluctuations. In all cases, they specifically focus on the kinds of development that could be attracted to walkable environments in Dublin as growing and higher-value opportunities than are provided by conventional suburban development markets.

Shifting demographic trends and preferences have already begun to generate increased demand for the type of housing that the market analysis recommends for the Bridge Street Corridor—a variety of multi- and single-family choices close to walkable, mixed-use environments. Development constraints and restricted access to financing for developers and households alike, however, has severely limited new housing production and real estate sales. The recession has in some ways reinforced demand for housing in walkable, mixed-use environments, as more households are becoming conscious of the growing transportation and upkeep costs associated with single-family detached homes in traditional suburban neighborhoods. Once the financial market adjusts and the economy rebounds, demand will soon justify new housing construction of the types targeted in the residential market analysis.



A new library could serve as a prominent civic landmark, like this example in Oak Park, Illinois.

The office, retail, and hotel market demand analyses all account for the current recession. These sectors lack the same level of pent-up demand that exists in the housing market, although there is a significant level of unmet demand for small-floorplate, “cool” office space and retail in high-quality, walkable environments. Responding to these market opportunities by providing “cool space” in high-quality, well-planned settings will allow and encourage Dublin to remain unique and competitive, whatever the state of the larger economy.

As this vision looks ahead to a longer 20-year time frame, a category of projected market-based development opportunity extending beyond the near-term projection periods has also been studied. While the much-longer-term market opportunities cannot by definition be confirmed at this time, they represent reasonable scenarios of demand continuing the patterns that will drive nearer-term demand.

Development capacity based on market demand

The figures in the table on page 22 reflect both the market demand described above and an analysis of physical capacity in the study area. The figures reflect how much development can occur based on market demand. The land use category “flexible residential or small office” has inherent and intentional flexibility to accommodate residential and/or small office uses, depending on ultimate market opportunity in a given location. Development opportunity is expressed as a range that varies up to 25% above or below a predicted average.

The columns headed “Additional development capacity” represent further development that could physically fit in the study area but cannot be supported by current or projected market demand over the next 20 years. It represents a very desirable reserve potential, either for additional development growth over a longer period or for higher-than-predicted demand within the 20-year vision. It also reflects some flexibility over where new development is located in the study area over the next 20 years. While the vision will deliberately focus growth around specific areas, it will also recognize the practical benefit of accommodating development opportunity in a variety of locations as long as it supports core vision goals and is concentrated enough to support future transit services. To the extent that better transit services are provided and that development is made as compact and walkable as possible, opportunities for development value and magnitude will increase.



Outdoor dining enlivens the pedestrian experience.

A New Era of Opportunity

The Dublin community and regional commercial and housing market solidly support the introduction of walkable, mixed-use development in the Bridge Street Corridor study area. In fact, introducing high-quality mixed-use development will become a critical component of Dublin's economic development and community-building strategies moving forward. Through stakeholder interviews, public meetings, market and design analysis, and observations of nationally recognized guest speakers, these key messages have emerged:

- Major shifts in national demographic trends, changing preferences among key segments of the population, and the imperative to move toward higher levels of sustainability are fundamentally changing Americans' preferences about the types of places they desire for living, working and leisure. These changes demand that communities adopt new approaches to development different from the approach that has characterized much of America's development patterns over the past 50 years. **Focusing walkable, mixed-use development in defined centers is the most effective step Dublin can take to prepare fully for, and benefit from, these trends.** Emerging development models across the country underscore the importance of this "new era of opportunity" as a chance for communities to improve quality of life; advance economic competitiveness; deliver public services and infrastructure far more cost effectively; provide a wider range of housing options for an increasingly diverse population; reduce the negative environmental impacts of development; and provide far more energy-efficient development by pursuing compact and walkable development patterns.
- **Market analyses demonstrate that healthy demand exists for walkable mixed-use development in the study area.** A housing-market analysis utilizing demographic-based methodology that accurately captures the emerging trends noted above indicated demand for 1,500 new housing units over the next five to seven years. This in turn will help attract the workforce needed to support a growing demand for "cool office space" sought by small and entrepreneurial businesses—which lead other businesses in rates of new job growth. The market analysis also revealed that there is enough untapped retail spending potential to support a regional destination-retail center integrated with housing and workplaces—a key amenity that itself will strengthen housing and office demand.
- **The Bridge Street Corridor study area offers the optimal location for walkable centers of mixed-use development in Dublin—and for preventing unwanted development impacts on Dublin's traditional neighborhoods.** The study area's established walkable center (Historic Dublin), excellent local and regional access, strong market fundamentals, large parcels with owners interested in high-value redevelopment, and a series of unique natural open-space assets all reinforce the viability of walkable mixed-use development within the Corridor.
- **Public dialogue as part of this planning process revealed broad support for walkable mixed-use development concepts in the Bridge Street Corridor.** The community sees this development model, applied

to the study area, as an appropriate way to “add a new layer” to Dublin’s identity and reinforce the community’s economic, social and environmental sustainability while remaining true to Dublin’s traditional community values.

This foundation sets the stage for a compelling, confident vision of what the Bridge Street Corridor can become—and can offer the greater community. A companion to this

document, *The Bridge Street Corridor Draft Vision*, will be published soon and will articulate a vision statement and supporting vision principles that arose from the public input and technical analysis described above. The *Draft Vision* document will apply these vision principles to specific portions of the study area to demonstrate the potential opportunities for implementation—building upon a new era of opportunity for Dublin.

